Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

7/29/94

BEAND X

TEST MARKET

Phoenix
Portland O

Denver
Fall back?

6 month test

$1.5MM media translation

($2.0 mm including Production)

Objective - round out discount portfolio (min. Can. 2 Marlboro)
Gain share in discount relative to other parts of country

Details

2060305001

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

-discount brand with image

(Portland - Camel market)

Phoenix - GPC "
(+Camel

not lowest price in market -

Comparison to other plan's R/F -

---

*VS give up Corp. Pool in Nov

Marlboro Pool?

2060305002

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

CALL Mike Rolfes
Bobby Asano

Next Steps

OOH
Jim 1) check out Corporate
Pool — showings
etc.
2) VS sweep Phoenix
3) Scores?

Extension availabilities
& sheet

NOV - OOH - TEASER?

Details

20603050303

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Down street 11/1

Print

Nov. weeklies

Dec. Monthlies

Teaser - end of Oct early Nov - monthlies

Not - Issue sheet

early nov - weeklies

Intro - ~~early~~ Dec monthlies + 11/15 weeklies

Copy split / Base - and merit?

1994-1995

2060305004

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2nd Week ROP
TEASER - 200K's
NOV weeklies
NOV - 2nd week
early NOV - ROP -
Supps

2C, 4C?
1/2 P, Tab page

On Sale 11/15 - TEASER

Intro (11/22 - 11/29)
Weeklies - Late NOV -
Monthlies - Dec -

Multapg?

Little U.S.

Details

20603050005

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Stadium ⟷ Donna

Programs? flip stuff

Hoop?

Next meeting

5/9 – PM

Truck Stops?

Maria Frantafillou

941-2898

516-763-2609

2060305006

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Vanity Fair - Oct -

New Establishment

High Profile -

- David Halberstam

8/1 - 20 pg - Annie Leibovitz

Smoker lights Camp.

Goes to capitol hill

Washington Press Corp -

Governors, 50 states

- mayors - top 50

Details

2060305007

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Cultural
Elite –
↗ Smokers Rights –

Denver –
Octel – – 212

Offices –
Section 52 8
D. K. Kronschnabel –
303 – 791 – 8644

2060305008

Writing (Agency to be carbon'd)
Remnant Space

Liz – Alan Wrage on calendar

Phyllis – Roy Whelan / Dave Beran

Details

2060305009

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

~~San Francisco~~

BRAND X

TEST MARKETS

PORTLAND YES!

DENVER (?)

Quantity Available ?

boards

30 sheet

Sacramento

St Louis

get zip codes

C Store Criteria

1) Discount volume

2) non-menthol

2060305010

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Print –
Translation –
2 sided insert –
December monthlies

BRAND X

PORTLAND –
DENVER –
NOVEMBER – onward –
10-12 in bulletins
(3M –)
& geographic dispersion
Radio area –

Details

2060305011

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

BASIC –

Psychographics of "fishypeople"

1) Magazine CPE ? Merit

16.5 vs 16.9

+ .2

(Remnant)

GET CASH!

DIALOGUE TEST!

2060305012

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

M EXCIT

Examine PLINT, Olly

PLINT + SOSO corp.
pool market

VS

HUST markets

2.95 ORY

DATA NET - C. SLOAN

Details

2060305013

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1) OFFENSIVE - ATTRACT NEW SMOKERS
INTENSIVE

2) DEFENDING CURRENT FRANCH

3) visibility -

4) name gen — database

→ TARGET PLANT VIS OOH / MERCHANDISING

2060305014

TARGET – 25-54

→ Modeling Switchers

- Geography
  - Markets that have a potential M switchers – Deb Orb
  - use DMA neighborhood pockets
  - Corporate Pool

Details

20603050S15

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

→ Print
- National/reg. supps
- City boards
TIERED PLAN
BASE
TIER I
" II

→ Visibility
retail/
non retail

What's available in merchandising in 1994?

2060305016

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Top 5 Markets

Bowling -

NOV/ ~~DEC~~

Top alley

2060305017

23.7 Budget - 1995

JAN, MAY, SEPT -

retail mos

Details

Bobby Asano
8/24

Buying strategy

Date - ?

Similar Meeting -
after Labor Day? —

Avg price re 8?

What is acceptable —

Mike Rolfes

2060305018

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Queen Creatures
2:00

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Automobile

Racing School — Bob Bondurant

Phoenix

PA

Indianapolis

> Client friendly

can merge / purge files

Pauline D'Albis — telemarketing test

2060305020

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Brandle X

- how critical is Nov 1 posting -
- Can we do any dates between 10/25 - 11/5 ?*

- Nov - 30 sharing teaser
Dec - 1 - Feb - 100
- dimensions for CS one sheeps -
- get material dates for sharing -

2060305021

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

truck stop –
Pizza –
Closings –

3rd
Schneider (?)

– Check Rent test
Market print premiums
– T/O Banc 00H

Donna – avail in
Denver –

fall in Denver

2060305022

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Portland Harvest Fair?

FSI's 12/11

→ double check dates

Space - media

budget

rather delete

→ more visits

1 Dec

20603050023

~~Dec~~

Rev Nat'l plan

Print Dec activity

alternative / local asp.

Details

2 FSI's

Source: https://www.industrydocuments.ucsf.edu/docs/pgg10000

2060305024

004 - Tobacco - Pleasure Ds

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Southern Living -

1) Rep - Jack Cartwright -
maximum marking

x2) approval by Ruby Tuesday

3) Database -

We

1) market marking

2) name generator

3) talk to peter regarding concept

4) Events

Details

2060305025

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

8/19/94

FSI TARGETING

Bob Rapp
Jeff Hecht
JENNIE

Larry
Ray Wheeler

Brand manager -
select states y
→ data base
→ come back
with reco
→ costs

Redemption data -
national redemption
by brand -
at best by region -

20603050 26

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

NewsAmerica —
need coding by
individual newspaper
(Valassis)
CMS (Little Rock) —

CMAP ?

Guarantee
adapt presses to
key in. Newspaper #

Bart Lynch — KGF —

2060305027

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

News America
CoD?
Lost
mutually exclusive
from major list

Annual Circulation?

CPM's associated
with different
units

2060305028

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2 Panels

1) MECA - 3rd party
- 4000 orders
rewarded for participation
via magazines
1 yr subscriptions
subscription price

2) POL panel
from Richmond
videos?

Details

2060305029

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

8/22/97 3186

Call - Chris Harden
Bobby Assano
Jean Dossaro

Planning - Chris Harden
projects

Thurs. PM

Get Outstanding
projects

Meeting

2060305030

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Kennedy Center -
Wash
9/10 or 9/10

6 footballs -
leather

Food + W
750 ny
Cate Base 725

Details

2060305031

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Hearst

BRANDX

NOV. TEASER –
FLEXFACES –
NO DIE CUTS

DIECUTS – MEDIA OR PRODUCTION?

TRUCK STOPS – WHO'S BUYING?
INFO FROM 3M

ARE WE TAKING OVER BASIC

2060305032

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

NY Magazine - deal -

FIII → $6.9MM level

next level $7.2MM

ny mag -
deeper discounts -
for COB -

1993 - 29 pages

12.6 %

16.1 %

NY mag @ 25 pages -

29 pages - $5M -
rebate
COP -
$70M

Details

2060305033

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

CALL TONY SCHLAX
→ Newspaper rates

Field & Stream
~~Jan-Dec~~ 100th anniversary

BIG promotion
- ISSUE recap
increase in newsstand distribution

9% Dup between F+S + OL

Basic map?

20603050 34

Times/Mirror

1995 Selective Binding

negotiations -

part of package -

Outstanding Projects

Chris Harden

Time Inc
Remnant Space

pool of creative sent -

materials ~~to~~ on sent from

Mary Smith sent

Details

2060305035

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Basic 1995 8/25/94

Preliminary Media

1° GPC, Doral

2° Mon, Montclair

GPC outspends somewhat in OOH

Get feel for Print $

Call some of the large magazine groups to get feel of competitive $ for July/Aug —

(underspending reg 4, 5,

2060305036

50%/M/F

Evenly split A/B/C/D –
(100% fravehise in D
Counties)

National copy split –
Parliament

<u>Geography</u>

– TIER I
True Brand Mkts

– Tier II
Category – GPC
markets

Details

2060305037

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

More forward attendings –

R/F should still be built?
≥ awareness growth –

PPP? off June, Dec.?

Budget? ($28.4mm)

w/o 9/13

1994 vs 1995

SEO's
%US
TIER I %US
TIER II %US

2060305038

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Increase Quint
R/F
[illegible] reduce Tier I #
MOS to 6 months
- reduce military to
6 mos. vs. 8

1) ~~New Stars~~ Competitive projections
2) Total $ by region
3) 94 bulletin %

Details

2060305039

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Cambridge

- Inserts KGF/Miller?

- alternative delivery

~~TODO~~

Look at 30 sheet/ 8 sheet at key stores in key ~~areas~~ areas?

1) Mailer List - check redemption by area?

2) Magazines?

2060305040

% volume cont x SDI - Power neutralizes size of mailer DDx vs. cont. - TNY -

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

3) opportunities with sister COS. (inserts)

KIII $6.9MM -

Parliament 8/29/94 -

1995 Budget 11% cut

$10.7MM

includes production

same as last year -

spend 1/2 -

Details

20603050411

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

8/30/94

Parliament

8.7 MM media

Miami - create presence or flighting?

ATTRACT YAS — 50/50 ~~60% 40%~~ ~~fem. male~~

Include Miami

Eliminate Maryland, Delaware, Massachussets from party zone -

Big Brand Presence - - no FSI's

RI, Hamptons, FI, Jersey Shore

2060305042

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Check out Selective Buy to reach older smokers - part of media budget

-Ski Zone - 1/15 - 2/15

- Hunter NY some
- Stowe VT OOH
- Killington - VT

"Classified" in ski mobile Billboards

merchandising to fund parties

Details

2060305043

Source: https://www.industrydocuments.ucsf.edu/docs/jgpd0000

Spend 1st half $ same as 1994 ≈

OOH - Boston markets.
TAMPA - opportunistic markets
Hartford Worcester -
New Haven
Providence ?

Remnant Space! OOH

End of Sept - (?) 9/16
booklist
timing

OOH - remnant space program -

12 month boards

2060305044

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1994
$100M print savings (inc. Rem)
$50M
$200M OOH savings

Key OOH Bulletins

Details

2060305045

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Hachette – $260 cash back
$100M + $40M

Hearst – $150 cash

Mark $25M not on estimate
Merit $132M $160+70 230
Base $100M 125+58 183
Slims $128M 174+63 237
B&H $189M 207+57=264
Parl 60M 8+4½=12½

$81 2M

2060305046

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Marlboro

$330 M

191 M Hachette

Hearst

$521 M Playboy

$1000 M + $450 M

Regular

CPM

Details

2060305047

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

9/8/94

VIRGINIA SLIMS –

1995 Planning

Program Review

Feb, July, Oct –

promote LaVe

Increase POS

MISTY –
American tobacco is
#2 brand behind
Carlton

MISTY – #1 Threat to VS

24% Women smoke

23.6 MM Women –

2060305048

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Storyboards
MARLBORO VS
VIRGINIA SLIMS –

MISTY OOH MARKETS –
COMPETITIVE →

IDEAL PLAN
NEEDED ("O" BASED)

2060305049

1995 Obj

1) defend franchise
2) maintain relevance
among ES
3) welcome Outsiders –
Misty

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

4) Achieve competitive trial, conversion (Newport, Salem)

5) Improve retail visibility -

V-WEAR - 1995?
regionalize items
Selectively Brand Catalogue
lounger? perfume?
Designer tie-in?
Themed Sweepstick -

July - 1995

2060305050

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

DIRECT modeling

SLIMS CLUB

Segment data base
consistency
reward
discontinue non-responders

- welcome to new members letter

- Surveys- opinion poll in magazines - 1/3 column space - storyfinder

Opinion poll - Roper study

Details

20603050051

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Misty Smokers —

Coupons

generate Misty names

2 Misty UPC's = 1 VS UPC

OOH —

Misty mets — TIER I

magazine —

Supermarkets —

use merchandising

Other ideas

1) Education continuity

2) travelling fashion show

2060305052

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Southern Women's Show
Counter Cards at
↗ participating stores -
→ discounts at stores
the back —

- Job Fairs

- Ladies nights - Bar nights

Details

20603050S3

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

25 words or ~~less~~ less
promote

B+H

1995 media budget
$26.2mm

1) afford 3D OOH

2) premium for placement—
Space x production
7mos OOH/print?

3) what up front
vehicles can we
buy in 1994 that
appear in 1995?

2060305054

4) OOH production -?

5) playbill up front? (bells + whistles)

→ next Discount Meeting

→ negotiations

TO Renee -

1) negotiation memo from Chris to me -

2) Chart - Y+R $ LBCo involved in cmt

Details

2060305055

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

3) Print Audience Study
(Done)

4) Presentation to
Renee ⇒
1 Mech/Del Brad
(Yesterday
Remnant)

2060305056

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Parliament Ski 9/13
program
1/15-2/15
Hunter NY _ TEST
Stowe VT
Killington VT

1) TK – Left this?
2) repeat programs?
snow mobiles?

- look into local papers

- look — Jan Ed,
Ski
Skiing
Snow Country

Playboy –

Details

2060305057

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

70% for FS 35 54

Selective Binding

→ national smokers -

→ exclusively smokers
no copy split

→ with copy split

T/CO PEOPLE, LIFE
Time W.

MEPED BHG
LHG

HACH WD
HOME
METRO HOME

frequency discount

funded from cator

Promo 2060305058

$300M Budget minimum
3X - page +
BRC

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1995 Discount Meeting –

9/28 – Wed

9/19 – Lunch – Renee Simons 11:30 – 2PM

Items
interfaces
projects
~~Issues~~
problems

achievements
opportunities

Ad Exp
FSI
BUDGETS
PLANNING

Details

"upfront buy" B++/Paybill Corp books

20603050S9

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

9/14/95

Merit Plan

1995

$500M favorable

Interaction with Merit

Basic } show

Doral } competitive

Citybooks!

key markets

1) add Basin

2) add Carlton

TAK to PEOPLE WITH A Diff ATTITUDE! SETTLED

2060305060

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

LOW TAR SMOKER FOCUS

1995-
reduce print mos. slightly
9T OOH –
TIER I - 95 showing

JAN OOH –
Look at Print to
complement JAN OOH-

NEXT STEPS

pagers spreads?
What to do toget to 8 mos –
reduce spreads –

Details

2060305061

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

- Get agreement on 00H markets

- SOV - competitively in offensive markets

$26.6 MM - includes prod -

Media Budget - $23.6 MM - (no FSI's)

2060305062

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

VS Budget 1994

⇒ $500M revenue
Parliament (proj.)

⇒ $370M to fund
Borch study
spreads to pipe
deal

2060305063

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Benson & Hedges - 1995

$26.2MM

1995 - Objectives

Maintain strong presence to build awareness

Prem/100's

A's 25+, 35-54

2° 25-34

7+ Ethn skew (same skew)

Key markets

Spreadplant

flat plan

2060305064

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Copy spread - yes -
(merit)

PPP - March, August,
Nov -

Units - Page emphasis
(some spreads)

60% pages Minimum

Leverage merchandising
pages -

Strategies
Monthly grid

Details

2060305065

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Renee Simons

Chart ~~a~~
Primary
interfaces

ADEXP

BRAND LBCo PRINT Vehicles

DM Corp

---

(1) TOPLINE Prem

PRINT
OOH what roles

Special Programs EXPAND PROGRAMS MERCH

2060305066

PORTFOLIO FUNCTION

SCOPE - $MM

OFFSHOOTS

MERCHANDISING

SELBIND

REMNANT SPACE

Long term projects

FSI's Ethnic - Events

Details

2060305067

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Selective Bonding

(1) What
When
Why

(2) Dynamics
Time frame
process

(3) Brands
Projects
Research
Expectation

2060305068

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Ad Experts
Garrison

3/9/94

errors → pro-activity

deadlines

[redacted]

2 weeks

Get board geared up

YPP summary

accomplish

innovative

investigative

Ad Experts - talk about marketplace

What's new?

Details

20603059

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

~~Co~~

Brand Audit
Creative Review

Spending today

follow up with letter

---

1) Discount Meeting
1st week in Oct

---

2) ~~w/o~~ 9/26 - 2PM
Cut + Print

2060305070

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

- Scope & Point
- FSI political ramifications
- accountability
- challenges -

Details

2060305024

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Rene Documentation [illegible]

in depth competitive report

- [illegible] plan - for dept

1/20 -

3:30 PM -

[illegible]

20603050722

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Villa[illegible] Valerie [illegible]

Pres. of City Council

Chris ... (Peterson)

Scott [illegible]

[illegible]

Life

Ban on smoking in NYC

[illegible] sales ↓ 15% → reduce current levels of funding

Proposal [illegible] for business

Details

2060305073

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305074

Water Slides

200 ↑ 500

200 ↑

100 ↑

300 +

Conversion to Propane —

26.4

26.025

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

$26.5MM media VS -
FSI's - $2.0MM
pages + spreads -
70% 30%

12/ mostly markets

Details

2060305075

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

9/20/94

VS L

Maligood — ESSENCE

(Ment?) Newsweek

Merchandising

→ $435 M

Barbara Drach

> 550 M

+ Print discounts

Remnant Space -

2060305076

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Discount Electronics
10/5, 10/11
10/10

9/29

Jennifer Kahn
382-5822
Mon-

John Adams
297-7811

Details

2060305072

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Mike Dial

Customer Events

SI

1995

Superbowl 4tx (1) Regional Sales V/P
(8) +

NCAA Final 4 (2)

10 tix

hospitality

Kentucky Derby (8) tix

Masters Golf (8) tix

20603050728

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

8/29 - Marlboro in the College Issue

Remnant Space

no no

Trade Council Meeting

11/10

30 members

Suite

Selected employees

MM

Details

2060305079

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305080

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2830

Parliament - 1995 - 9/26

2:30 Tomorrow

Southern -
9412598 - Marie
& Kip Meyer
522-3584

Details

2060305081

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

B+N -

check cashing -

results in Chicago

---

new media

who does what

Bill Harmon

Glamour - Dec issue

Allure - extra page

Thurs / Fri

Corporate Pool Overview

presentation -

2060305082

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305083

Details

Merck

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Cable Guide -
Multicable HHS
4.5mm cable

TOTAL TV
.8 .6mm

X2838

2060305084

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Virginia Olympics

OOH - Corporate Pool

Market

Levels

Geography

Demography

Timing

1) 1 Deal Showing / month

2) Demo -

Details

20603050085

Source: https://www.industrydocuments.ucsf.edu/tobacco/

2060305086

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

10/2/94

Corporate Pool

Sports Illustrated

10/17 >

Nat'l –

Mens + Both

? ≠ 872.8M

Basic

Marlboro ≠ ?

Details

2060305087

Playbill / Stage Bill Direct Buy -

2060305088

It is our recommendation that PM Media purchase these vehicles direct ~~from Stadia~~ & all business is negotiated from my office ~~business~~ added value ~~relationships~~ partnering, rate ~~based~~ merchandising stemming from long term relationships at Philip Morris better control of merchandising & ~~savings of $68M~~ → Playbill, as total savings between 2 publications will total $150M for the year.

• Publications distributed / Sold at Stadium are already purchased due on - [illegible]

Details

2060305089

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

EW
10/14 issue
4th C = Marlboro
Basic ROB -
$23,639
opposite Full edit
news notes

2060305090

Playbill 4 tix

Showboat –

* Mon 10/31

Tues 11/1

any tick – purchase

Nov

Globe 900M circ — rural downscale | C&D Country

Nat'l EX 600M 2060305091

Lifestyles 250M – (ABC) & country

major metros

6mos

* "DNStyle" supermarket

Details

drug chains

projected to 500M —
Sept 1995

Ask — ~~for package~~
$500OM open rate
P4CB

Misty - (American)
Style (Lhorland)

in all pubs

17% all checkouts
controlled by Globe
6"x3" - POS - shelftalker

2060305092

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

part of Nachmanson —
with Fablonds —

Cambridge

call Judy Pogue re
Miller

Details

2060305093

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

movie lines

		#Try
Les Mis Eileen - 2	10/18 -	4
Karen Lizz 2	10/25	4
Gary	11/1	2
Kay	11/15	3
miss Saigon	10/11 -	2
Lillian	10/13	2
Mindy/Jon	10/18	2
Phyllis →	10/20	2
[illegible]	10/25	2
Eric	10/27	2
Rich Carmichael	1/1	2

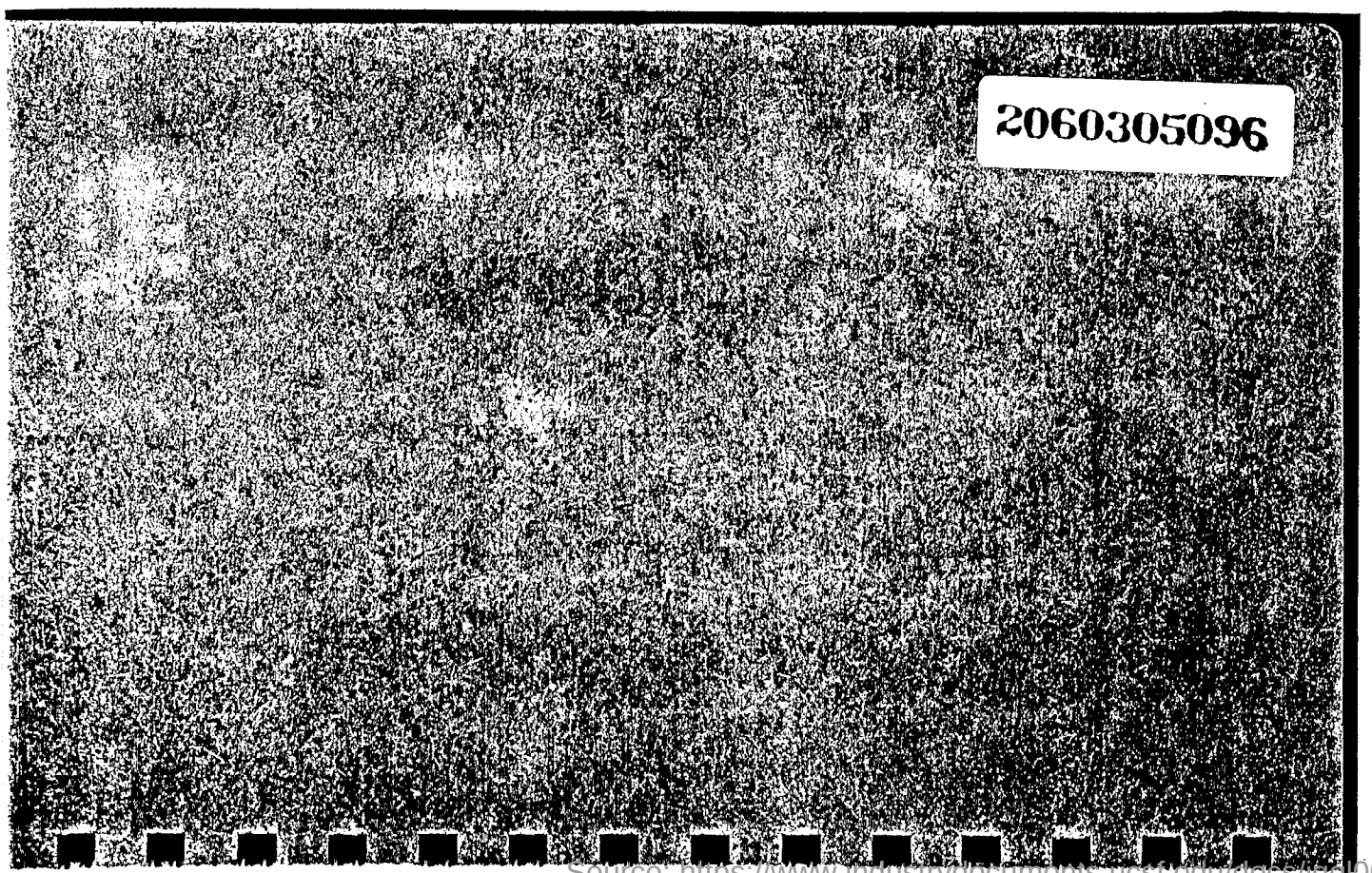
Kay Lewis
310-282-0711

27

2060305094

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000



Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305098

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

B+H - Club B&H

$1&0mm

+ $0250mm community

Savings $1,355m

use to fund program

Kill August in months

in Aug Ess

Aug GQ

Aug ENJ

Confirm Alt Copdate

prices on BAM

Details

2060305099

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Confirm spot color
4 color costs in
ROP + alternatives

Closing dates for
Jazziz —
extensions —

2 mos. OOH ?
Should be

Send E mail to
Yvette

2060305100

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Chicago - next

4/8/96

Parliament - approval

Expansion market rationale

4Q - $1.8mm (must inc. production)

P. 15 - Strengthen OOH $606.7

P. 16 Print - Nov/Dec - $600m

P. 19 - New markets $ 600m

Details

2060305101

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

+ $400m for
holographic fixture
on Time $5D -
+ media space

Utilize holograph in
print - unit?

Wednesday 4/10
Expansion

TIER I (Tampa Bay/Wash) (Miami)
diff markets

TIER II Chicago
LA
SF
CALIF

Sept-Dec - 1997

2060305102

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Fulfillment OPB
Slims August - running
V-Wear list
+ circulations

Essence
Mademoiselle } bleed problem

Merit
get out memo regarding alternative market!

Parliament
7/28 VSI?

June '96 25, @ $100m Gift certificates
need in May for sweepstakes

Details

2060305103

B+H 4/6/96

Licensed merchandising

offers with Brand.

Playboy

P. 49 - B+H

P. 50 - Corporate?

2060305104

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

4/10/96

Corporate Program —
Life - 11.1% -
135 index
HH's w/children 12-17

Re-
Examine magazine
portion

Go back -
→ demo or opinion
leaders →
→ HH 12-17
←

optional
non-
smokers
Parents/
everyone

2060305105

Details

R/F management
EDUCATORS?

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Via Custom Publishing

Heartland ?

$18m - / page

1.0mm

Solidify relationship

$7-$10 per issue per person

If Time Inc is on Cover - no edit. control

W/o Time Incon title - total edit control

database -

2060305106

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305108

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Check COH

due dates

4/10/96

Corporate – La Opinion

Action against Acces

ROP campaign

Para Ti – weekly –

La Opinion 105m daily

Para Ti – 200m Sept news

10/25 launch

home delivery door knobs

Details

Single family dwelling

2060305109

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Check contract with Sasha

6/1 - Fight highlights

Virginia Slims - $0.2mm - (music) hold for media production

place music lines reserve

Call Jill regarding samples of custom publishing

2060305110

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

4/17/96

1) Competitive brands receiving a "rotation"

BHG 3 brands in issue

a) move 3rd brand (1st option)

b) if in 2nd half - Where -?

2) US? Call us buy purchasing 3rd Quarter of publication positioning

2nd cover - July? —

Details

2060305111

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

~~4 bonus - ap from~~

Makegood criteria?

6 pages – full makegood

Print prod

4th± cover

2nd cover

3rd C depends

TOC

Cover str – 1st ad depends

1st 25% 1st tobacco

horoscope crossword puzz

1st 50% full-edit

2060305112

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Players Navy Cut -
run corporate ad
on backside ?

Bring up issue *
of studies, e.g.
Pulse - MRI independent
study - median age 30.5

? Should Judy Pogee be
invited to Discount meetings

Details

2060305113

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1997

Procedure
Discussed

Malgoors

→ 3 brands in use

2060305114

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

-1997 (factors of budget)

-Agenda for advertising & by mfg Category

- 80/20
-

1997 issues

2060305115

1) Marlboro - die Cut
→ premier panels ←
- $13mm

2) ~~$~~ Hearst deal? 90 15 to them

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

3- overpayment on rate increase this year - flat rates?

4- (?) Maintain discounts with less $

5-

Parliament page counts

Send Corporate Plan to Execs

2060305116

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305117

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

4/18/96

STATUS MEETING

USA WEEKEND/PARADE circ "100" today
WITH SMOKE

- Get approvals in writing (or E-mail)
- $250 annual "

1997 Planning

Mahan 4/29
- Latest media plan
- Media status
- Portfolio

2060305118

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

OPB OOH DAY

Philadelphia — Merit / Paul
→ switching July
Nov —

B&H
LA - 3D TAXI's
Govt affairs

Conde Nast Rules
→ policy in writing regarding interns

Details

2060305119

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Judy Pogue at Miller

E-MAIL
Regarding secretarial expectations

4.6

McCall's missed rate base

LWS paper prices -
+40% toilet paper?
uncoated paper ↓
spot prices for coated paper
↗ 38%

2060305120

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

LHJ

NOV Power Package
Presidential Sweepstakes
↗
Upgrade

SIP The Busy Woman's
Personal Organizer
400m distribution
↘
50-58 % sell thru
function like a
workbook

Details

2060305121

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

SIP sponsorship

Check regional rates for LHJ – KS.

Other parties – Regional rates KS Kraft

2060305122

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1996 Budget Recap/
Top Line Summaries

2nd Revised

call finance to review

competitive set discussion

Set up category -

Full year 1995

~~Forecast 1996~~

Details

2060305123

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1) B&H competitive
set
Brands

2) ~~Regional~~ Spending by
competitive
market

make range
consistent among
brands!

just OOH

1995

3) Print - run the list
~~male~~ military
~~female~~
~~dual.~~
~~Ethnic~~ 2060305124

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

4) Luxe charts
1995

by medium

Ethnic Portfolio

1) Black + Hispanic Overview

2) Advertising Availabilities

1995 Black Portfolio Hispanic

List

↓ ↓

Total Category $

PM USA SOS

3) Issues

4- Brand analyst

Details

2060305125

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

PRINT PORTFOLIO

Print Portfolio Overview

1) Review PM Companies spending

Final 1995 2nd Rev 1996 % Diff 1996 vs 1995

2) Top Mag Cos. Spending

3) 1996 Negotiations impact on Spending among groups

Hearst

Condé Nast

highlight red flags.

2060305126

4) Impact 1997 outlook
- Looking at spending shifts

5) Explore new publications
(examples) new pubs added
- Guidelines in accepting these or
- process involved

6) Ensure PM receives favorable status in terms of positioning
FSI's FSI trend
- Summarize contract
- ramifications on 1997 spending

Franchise

Details

2060305127

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Overall preferences
vs. in term

4C

Merchandising —

This is how we did
vs. competition

Corporate Plan

2060305128

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Time Magazine ✱

Voter Registration program
47 states - register by
mail -

8/19 → issue -
3,952 m rate base

pre-election issue -
11/4 -
Guide to candidates
11/11
11/18
Newsstand issue ↔
larger issue 4C

Details

2060305129

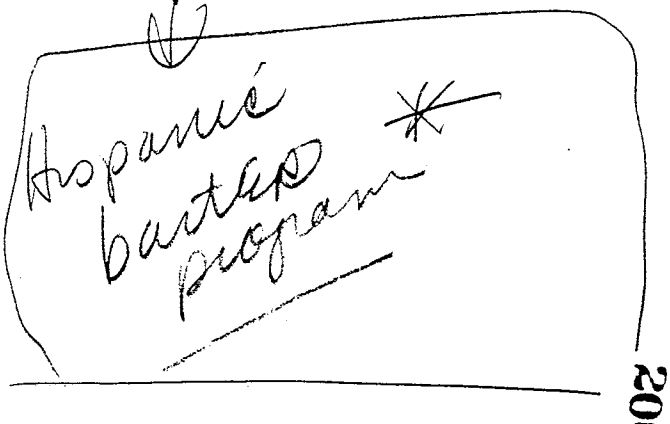
Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Merchandising

- Voter registration form - at Corporate offices

positioning.

reprints as insert ?
in Hispanic publications



2060305130

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1997 Print –

Baby Boom – Lyé

4C

1st 25% (not 1st tobacco)

1st 50%

(Kool before us?)

(Don Tuesi)

Details

2060305131

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305132

Kool

- Cover story -

Call Bill

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Tme Eleavesi

not in newsstand -
newsstand distributors

generic newsstand ad

personalized letter to key people 5000

positioning - unit - in letters "P.B."5

~~letters~~

ROB 11/4 } letters
11/11 } exploring -
11/18 } (covers)

no cover snipe
yes resource credits

Details

2060305133

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

~~Kent~~

Newport

Carlton

Camel

Winston

Capri

Salem

GPC

Doral

Kool

2060305134

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Automotive

Bleed

Atty

Dual

2060305135

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Vote America →

← Peter

Gary - Peter

Phyllis -

Kay

Frank

Rich

Time Inc

TDS

Sparks Bowles Collaborate

Barbara Reuter

2060305136

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

CALL PETER MENKES
KEE CUSTOM PUBLISHING

2060305137

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

PMJ RJR

2094 536

BTW LOR

911 174

MARS PARL/SH/SL

NEW / CARLTON - MEXIT

KOOL

~~BH~~

Details

2060305139

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

LA B B+W

1) ROP —

Start from 7/1 ④
Wk 7/1 - 7/22

Full pg
7/29 - 8/12 1/2 ③

2) ① OC Weekly

3) Alt Ins. in
LA Reader LA
Weekly

2060305140

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Chicago

follow LA

Maps –

Meet Charts

Details

2060305141

Source: https://www.industrydocuments.ucsf.edu/docs/jggl0000

2060305142

TV Guide Back Cover

8/31 NFL Pull-out

BC

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Meredith

initial proposal - +6% City
at higher spending

Withdrew

↓

consider moving B+H
bus. to LHS because
of regional rates —

↓

Shift B+G to LHS

Details

2060305143

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Gruner + Jahr

upsides

menu of merchandising -

BMG

Hearst

$ 320m cash back -

Hachette

$1.0mm under contract

moving US to Premiere

? move BHC to WI

Time Inc.

2060305144

our goal -

renegotiate SI terms

EW reduced -

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

TPV-OK

TVGuide - ~~FPT~~
go to 110 level ?
(Kraft confirmj)

Conde Nast
goal 296 – no more months
at 274 this years
included 360 goal

EW

increased accounts in
NY + New Women –

2060305145

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

American Media -

no issues -

Bauer.

Werner

General Media

Penthouse -

reduce circ -

rate base -

2060305146

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Newsweek -
go to $3.5mm level

Petersen
- move to next discount level

Playboy
maintain

Times/Mirror
maintain

US News

Details

2060305147

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Next Steps on
1996

~~Evaluate~~ Confirm "reveal"

- ramifications on budget

- excess $ in G+J + Meredith ⇒ to Hachette

B+H

- Move B+HG $ into LHJ

2060305148

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

1997

- TPV, Gr + J &
  Meredith
  internal PM paper buying increases?

Hearst

don't look at 95 levels
"0" base level –
–

"RFP" to everyone

Details

2060305149

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

⇒ give Hearst earlier deadline ⟷ is others?

---

give each Co. an individual goal

2060305150

- Lay out parameters on company basis

- Establish groundrules

⇒ send out RFP with

~~groundrules~~ CPM guarantee

timetable increments

to everyone simultaneously

- look at last year - confirm dates / letters due date

7/15 negotiations end 6/15 (?)

	VOC $mm/pages	Contract pages
Meredith	44.0	30-37
G+J	30.6	22-25
Hearst	9.5	0-40
Hachet	32.5	33.6
TimeInc	63.3	60.0
TPV	8.0	8.5
TV Guide	121 pages	100 pages
CondeNast	274	296
KIII	9.37	8.1

Details

pages

2060305151

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305152

Next meeting
after award
6/15

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

CALL PETER MENGES

call Leslie (speak to Sonya re 4/29 LAS)

Competitive Reviews
call Chuck re Workers
Mother + Corp -

Style - tested as premium brand in Texas

Club
D+H - remaining marketplan finalized LA + Chicago

Details

2060305153

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Conde Nast –
check further

~~Tha~~ Bowman
Calling cards
2000 1/2 hrs –
Thunder House
on trains

Ethnic
pic – index to population

Break –
Intense
Secret

check
advtng

2060305154

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

- What happens with extra copies?

Unlimited Mag

(1) 20mm
- subscription device
  - → 80% direct mail
  - → retail - take "ones"
    mail-in subscription
    retail readers
    400m -

6.0mm takeones

(2) newsstands to data base subscriptions

→ 250m

Details

2060305155

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Daily News –

Corporate advertising?

5/2/96

call Peter Gay → Jill Montaigne

send out memo –
Club Boot

send out Print priorities
to media & LBCo
& Y&R

2060305156

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Merit
R1, R4
Strong in drug stores

Vuq Slim
Newport leads V Slims
in Women's share
median age 39
Some growth in YAF's -
1996

Add
SW shows to
Subs

2060305157

Virginia Slims Mkt
10 markets
Feb - Apr 1997
O/N-1997

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Both

legion 5 +/- 3 strongest,
interaction with 6th C
response

70% WS stable/dec
30% urban/ethnic stable/grow

LA - 7/18-8/17

Parliament
50% Bop
CStores

2060305158

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Playbill
Sept Corp Ad

17X

18 - 37,000 rebate
18th add 4,037

Details

2060305159

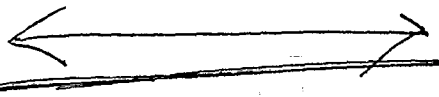
Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

GEORGE

200m subscriptions

rate base 225m(?)

490m average circulation



20-30 people 2 hrs.

Morgan	Semayck	Bible
Nikolay	Simons	French.
Mahan	Merlo	Broscius
LeVan	Schneider	
Lund	Daragan	
Beran		
Kerri -	Anise	Jerrine - Rush
Suter		Sansone
Peskor		
Ira Broman		

2060305160

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

George
Internal meeting
regarding – merchandising

August – Fashion issue
Shirts ?

Custom publishing Hachette
Identify objectives

Details

2060305161

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Kenny Poper

TDI 340-3540

Strong anti tob movement in Prov RI Transit Board of Directors meeting Monday 5/13 Discussion to ban tobacco on buses -

uncertain of its scope will be at board meeting

TDI agressive posture material △ to contract could possibly "argue that invalidates contract"

2060305162

fuck

Josh Slavett
Karen Dau
David Lauter
Sharon Porpray
Region 1 Gov't Affairs

cc: Mahan
Gary Murphy
Camera
Maggio
Simons

GB

Details

2060305163

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Resource Credits
Chest Brace & Southern
Lung

2060305164

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Sporting News

→ Targeted Fantasy Challenge Regional Competition Produce

→ Internal Corporate Promotion Custom Rotisserie League

→ Winners can get trip - grand prize

→ mailings - every 2 wks

→ lots of 25 - league -

Details

2060305165

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

→ mid season roll-up
→ final season –

Objective Reward
sales force for
moving volume
– 10 markets –
300–500 sales people

(Football
Create fantasy leagues
for sales force –
→ bi-weekly mailings
→ pick 2 line-ups
60–80% response

2060305166

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Prize structure
- mid season
- final

1st - 5

around 12/30 issue

Top 100 Sports includes corporate heads —

Details

2060305167

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Merit Awards

2 abs -

" fragrance paper "
2 sided - national

one

page & BIO

Arnold, Finnegan & Martin

internally

process

2060305168

get system -

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

how we get in data, track, monitor

Black Rock

letter to subscribers to invite to our consumers or their subscribers

Questions regarding ruling

1-800
225-2711

Details

2060305169

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

CALLED

✓ Dana Fields - Wenner

✓ Jim Nelson TPV spoke to. Fwded

X Tony Hoyt called - American

called must return call Carol Taber - Lang 551-9471 ~~551-9589~~

Jimi McMurren - FC/MC

463-1525

Ufr voice mail

✓ Malcolm Campbell - Spm

~~Norm Jacobs~~ - Inside Sports left message

14 Craig Vanderplug 687-1130 "

"Thank you -

2060305170

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Interview - Sandra Brant - ✓
941-2900 Thanks no problem

Live - Connie Livsey called
713-6320

Madeline - Kay Lewis
callback at 12:30 / 310-282-0859

Playbill
2060305171

Graffiti Group 312-539-5500
POV Ray Gun
Ed Berry

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Spy - Buuf
Buchanan
7. 220-7323

Swing - 490-8525
Audrey Marpole
SSMU

Village voice
475-3333
Melanie Rumel

2060305172

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Buzz

Cable Guide — Alan Wragg 683-6116
called - left message

DETOUR

BAUER - Jan Cole 764-3344
spare power OK

Luxton - Susan Belanger

Chicago

Bob Pake

Details

20603051723

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Athlon

Parliament

$350m

100

450 –

$250m –

NY Pres - Hamptons guest issue

OOH savings

Condé Nast

2060305174

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Peter Menges
522-6593

Scott Claster
Primera Fila
buy nat'lly - X 2 4 -
$17000 / page
Copysplit with Menders
210 1970

Beauty Handbook
203-8695553 X303

Leslie 4551285

Details

2060305175

Merit Awards III

1) Agency pricing increasing P/S ratio -

Merit awards 50/50.

Apply to similar S/O on sale

2) New spread creative with a man jumping thru ~~the~~ ed -

Not merit Awards

2060305176

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

3 - 3 color 1/2 pages spreads

Life Playboy GQ Esq

3M floor stickers?

part of 3M deal

2060305177

→ NY 116 St Festival

Marlboro Event

100K cut supplemental papers

Dave X3663

La Prensa cut to 2

yes or no?

Details

2° newspapers -

2060305178

Dr A

5/28 10 AM

Mike Mancuso 2837

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Moderna

premiere issues

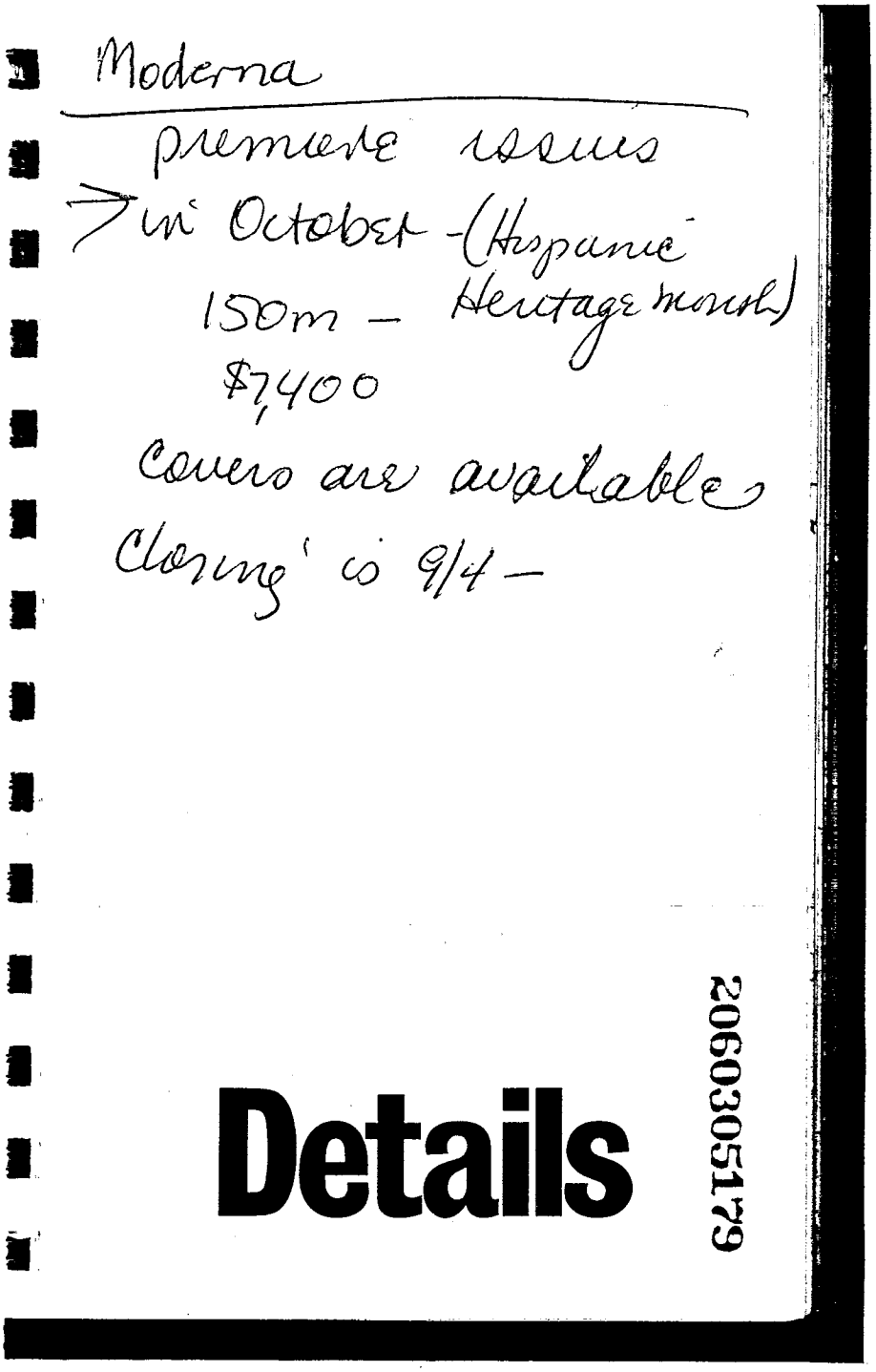
→ in October - (Hispanic Heritage month)

150m -

$7,400

covers are available

closing is 9/4 -



Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

MEETING LOGISTICS — July

AGENDA

COORDINATION

Y&R, LBCo, US

primary readership studies

613
25210975

2060305180

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

100 Nights Live

1) History of B & H music

2) Community Mtg

3) Catalogue order form

no pix

4) correct schedule & artists approvals

Details

2060305181

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

distribution -

21+ in clubs

Call Marian Tuesday

Avg

Summer Preview

Issues

EW

679 1850 x

2060305182

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

SF
Myrtle & Conglomerate
3rd Conv

1st Spread
(after 2nd Cover)

Mark Thomas
1 Station
522624

Details

2060305183

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Friday

June 28

Merit/main Storm

May 30

Challenges
document

3 new ideas
creative ideas

Things outstanding
different approaches

Review
What we've done
What wants
What could be done
better

2060305184

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Sports Illustrated - 7/15 issues
Olympic Viewers Guide
SI
NBC/viewer's guide

Basic 4C - → designated section
→ section
→ pass outs & covers
→
size

Rates
- Direct Mktg Seeming
- Conde Nast insertpage
- OOH etc combined

2060305185

Merit →

ASAP

Details

2060305186

Sports Illustrated - 7/15 issues

Olympic Viewers Guide
SI
NBC/viewers guide

Basic 4C — → distracted section → pass out to crew

position? full size

pricing - regular

Merit →

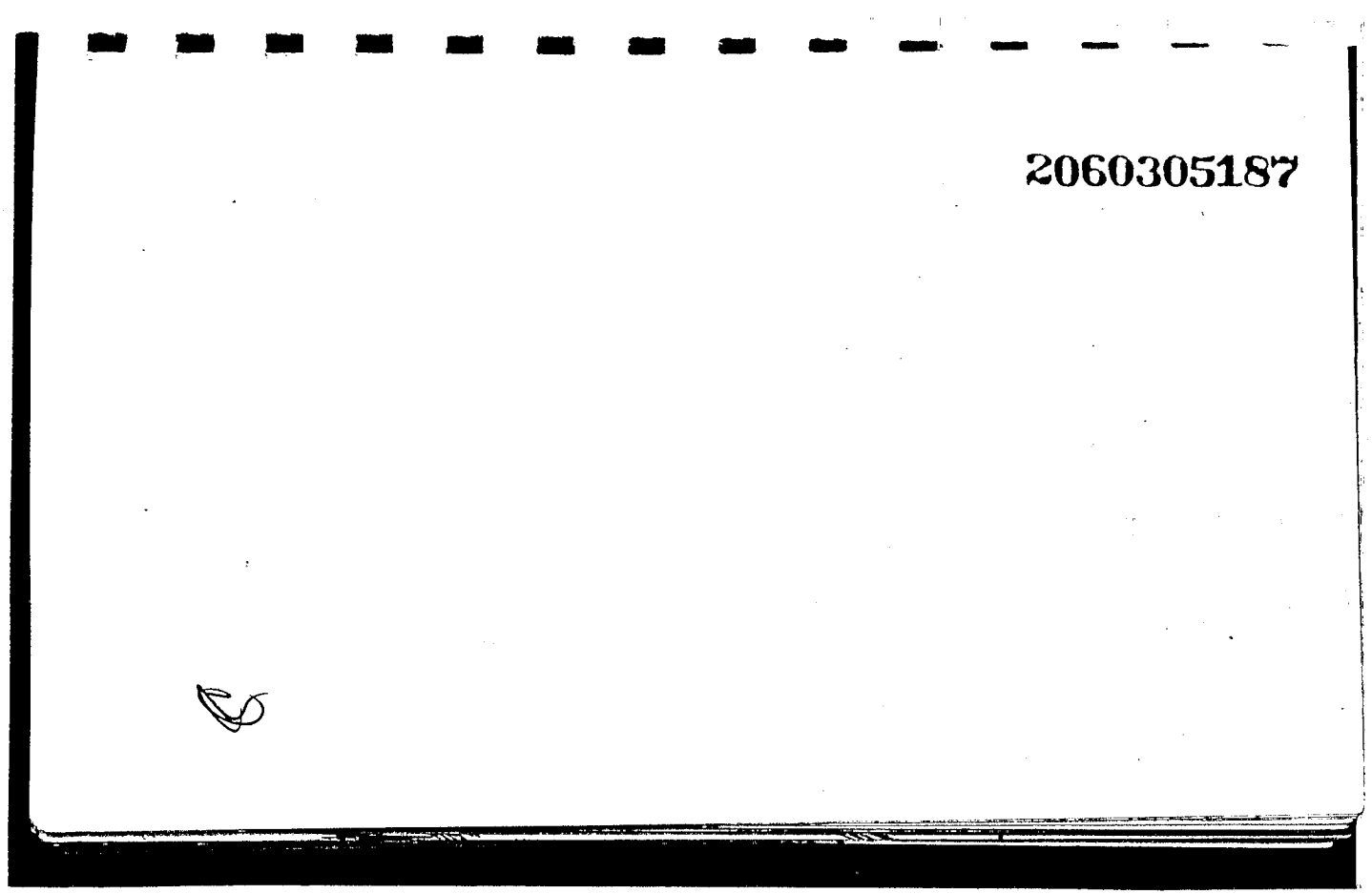
ASAP

Details

20603051 86

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305187



Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

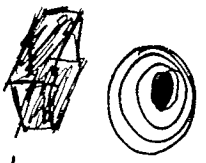
2060305188

Details

Kitty
Jennifer meetings
Carolyn
Admin

24 Pages -

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000



* CALL
LISA MATERA

PLACE- MJ contact Doral - w/o facilities
DORAL- ARMONK/RYEBROOK

Who's coming

PURPOSE - Break down barriers
Agency - Work more in-line
Brand Strategies
Human Resources (no full-time) ← Exercises
human Resources
communication
Begin - icebreaker

AD EXP 2 Hispanic group

2060305189

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Present - Us

Brand updates

Performances

Consumer tracking

implications for business

Start 1 PM

Thursday dinner

Dinner
Breakfast
Lunch

Friday AM - meeting

Friday PM - golf -

30 maximum

Where to eat -

What can the Agencies present

Friday AM

Details

2060305190

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305191

Author
Physician
Query
Frank

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305192

EF Kuplan
Cambridge Mass

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305193

* CALL MATERA
LISA

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Virginia Slims Legends

Music -

FS 21-45 1° 21-29

Woman Thing Music

Feb-April -'97

Oct - Nov -'97

1st Artist Eva LaRue
(all my children)

EP (5-6 song CD)
offered in retail,
Direct Mail -
on sale Feb-March bobs

* Magazine - bounce back in soap opera + other app. mag -

Details

2060305194

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Soap opera magazines*

Media - 36.0mm -

10 markets

4wks x 3nights/wk
4clubs

Wk 4 is Eva Latue
10 Markets

Dallas	NY
Tampa	Atlanta
NO	Det
Balt	Charlotte
Birming	Chicago

March + Oct 1997 = Media

2060305195

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Daphne personnel
x3086

Virginia Slims

Woman's Sports Traveler
4Q- check when comes
out

NEXT STEPS

- Wendy put together
  POV ideas
- Mary JO
- Barbara Reuter
  re C-Store idea

Details

2060305196

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

NY DAVE Chic
Jan Cole Hal Blake

Woman Wed 1:2 m-n
Mkt bare

9/20
Soap Fun Fair
Sept 20-22 Chicago

30 - 40m

maybe others
around the country

Details

20603051971

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Call EW - Andrew Davis
EW 522-7935
call re
time table

CALL BILL HARMON -
"BIO" on David Pecker
how many years has
Hachette been around

2060305198

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Chas Byrd
American Photo
Pop Photography

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Outside Meeting

Communication to outside
Speaking 1 Voice -
consistency

Consistency among
all agencies -
Quality
expectations'
enhance service

understand that we are the clients

Preplanning kick-off

Renee -
How should
the agencies end up
feel after meeting?

2060305200

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Agenda

Thurs

1 - 2 PM -

getting to know you

2 - 4:30 - Brand Review

Wednesday

Agency - Presents

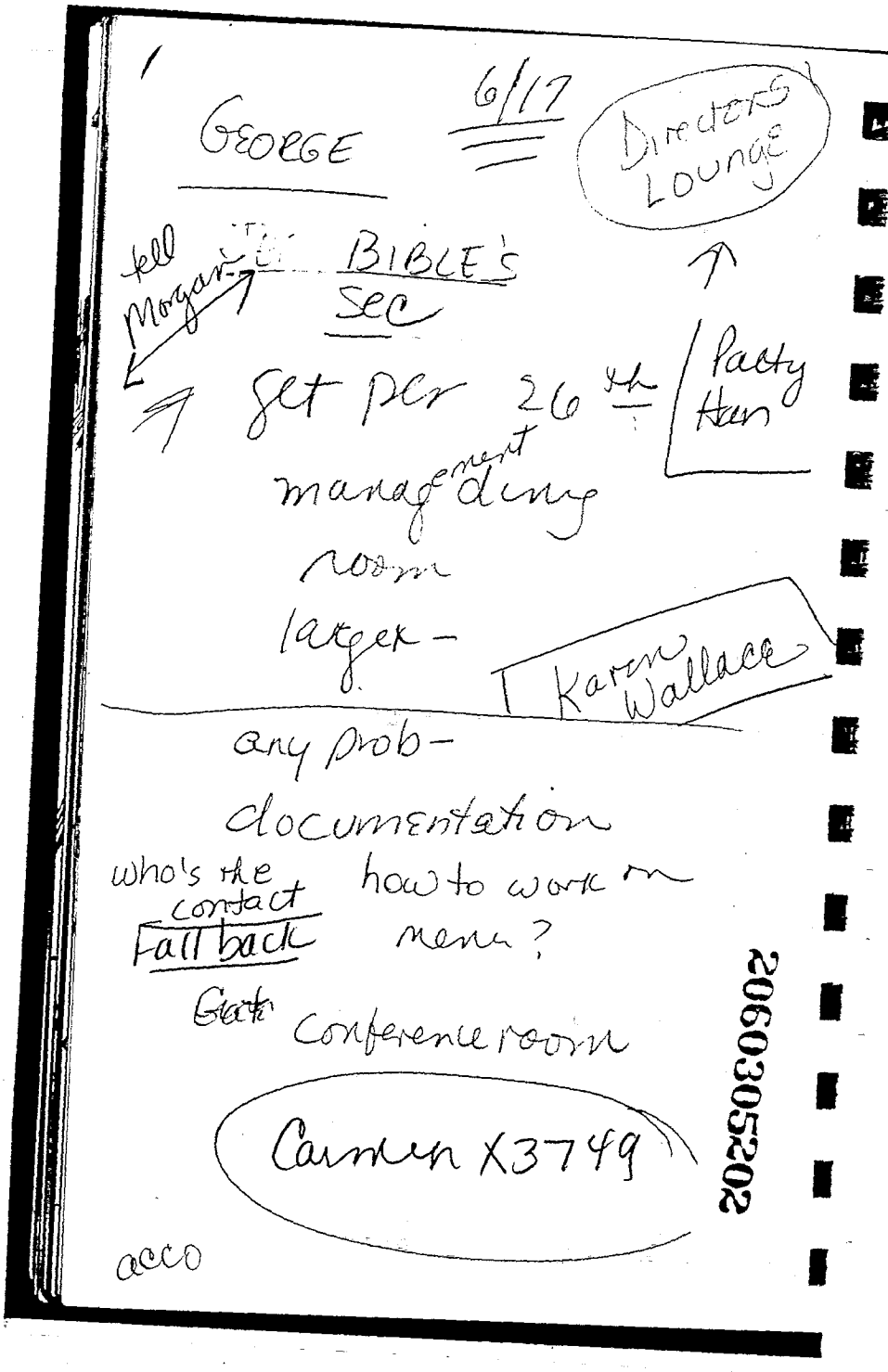
Team Ruby

Pat

Details

2060305201

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000



Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Travel & Leisure
9/96 – 925m
ratebase

Can selectively bind
in publications

Sept – Vibe
8/6 –

Evan Schindler

2060305203

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Capri -

Cosmo -

egg

NY, Bost, Phily

522-6593

3D card 500m 1000m

Cost/Piece

Cost/trip People SI EW

Cost/Card

postal

bindery $110m $160m

Reg. 1 1.7mm $500m ~~200m~~ + SI

Details

20603052O5

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Globe

Boxes available

Eng/Globe
18.5% duplicator

2060305206

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Francis King
Amalgamated -
African American -

1997 Negotiations

Call Wendy Marin
re New Woman

Call Lisa Matera -

Bill Hagmen -
Peter Overview
bio

Details

2060305207

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

6/10/96

CALL Bobby Asano Scott T } Consistency between agency + LBCo + Y+R

See presentation before

talk to Jody re creative options

MM

2060305208

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Use
* Steve Florio's
Quote to open
Mikolay's intro

issue
* Book of Cup - Oct - Dates
on sale -
no earlier than 9/15
include ethnic

Media One - 1996 -
check status/
compensation

Merit - Get Rebecca
incremental costs
for inserts
call Kelly
revisions

2060305209

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Benson & Hedges

Cookbooks?

order - cookbooks
$2500 out of
resource credits

- Need to get full
amount of dollars
used for programs -

2060305210

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Jennifer
2 different menu -

Print Discount Meeting Agenda -

→ Regional & fractional positioning

1996 - Issues

Hearst - Very promising cumulative 110 - Cosmo

Details

Cost in 1997 will go down

Circ guarantees

2060305211

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

6 pages / brand
Set: 20 pp
SA/PM –
Esquire

PM USA achieve
Same as 1995
170 pp –

PMUSA
Check Hearst
pages 1995 vs
1994 + 1993

2060305212

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Sporting News
Easy Rousseau
Game
(Dodge-
Letter)

7/15 - 2nd cover
Training Camp
issue

7/22 -

2060305213

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Hachette
Sue contract for
Custom Publishing

Hachette -
drop dam 1 level
to $32.5mm from
$33.6M
Ti.

Hearst cash back -
can we apply
it to 1996 &?
$117M

Next meeting 6/19 3 NY
Conference call
Next week — Wed PM

20603052 14

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

June Scott
Hachette
sheets

Deborah Bruno
at
Hachette

1995-199

Details

20603052 15

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

News America

~~Debra~~ Deborah Hill

(need Parliament film)

TV Guide

8Pg Glossy

coupon

vehicle

full page

package goods

13.0mm

only Aug + Sept

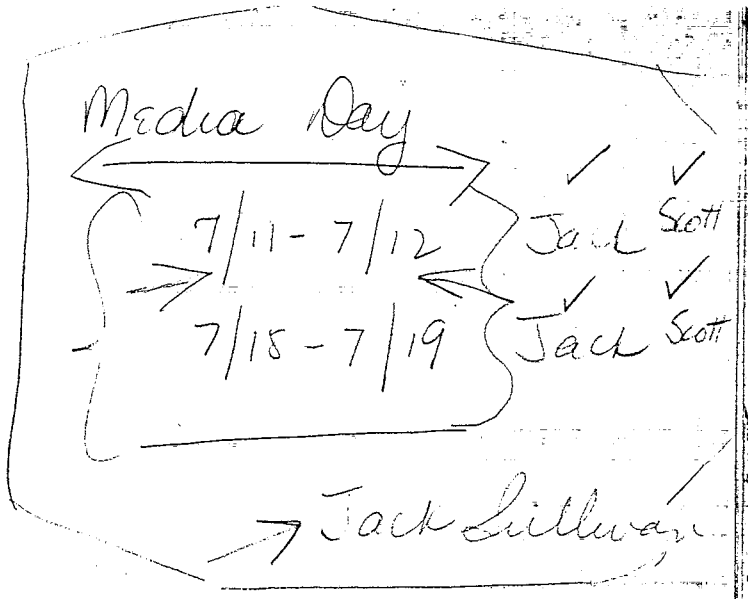
$4.56/1000 net

16.8% duplication

TV Guide & FSI's

20603052 16

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000



Monica Gatsby
Sasha
Garrison

20603052147

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

2060305218

Corporate Plan
% Reach / % budget
Against each TA
Segment -

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

914-948-8144

Peter Jennings

6/27-

Tobacco Industry

House & Garden

Sept

4/00m rate base

deliver storm

Shoulding position

Oct/

package

Details

2060305219

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Email Kelly

Memo #

① Bowling Magazine
Cost of BCC -
Closing

② Budget report
→ OOH - must have &
→ By market
⇒ Print charts
must be larger

③ Competitive by
market →

20603052220

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Intermedia Day

Brainstorm environment with critically related DOE

2060305221

Tara Parsippany

Week after Marketing Conference

1) People we work with to contract across agencies

Details

2) Talk about our business operations industry wide

B&H -
OOH - Oct cancelled
418m
1) fund Hoop

Print
OOH
general
market
Ethnic
→

call
Airgues
make meeting
at 3:00 pm

2060305222

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Lucky Strike in Fall Mag

Dgroe

948144

2060305223

Details

Source: https://www.industrydocuments.ucsf.edu/docs/jqgl0000

Projects

Club B & H - iron out details ← Spoke to Sara re: setting up meeting

→ Print negotiations -

(- Hachette problems)

→ 1997 Media Planning meeting with Merit, Paul,

→ Corporate Affairs Magazine analysis

B & H 15 month plan -

→ Intermedia Day -

8/15 - confirmed

→ Tennis Hall of Fame - media Day

media

2060305224